Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward.

Houston Public Media digital platforms place your message in the context of a safe, credible environment, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment, civil conversation and music discovery.

Sources: How Advertising Works, 2016, Advertising Research Foundation; Public Radio TechSurvey 2018, Jacobs Media; The Nielsen Total Audience Report, Q1 2018

Photo Credit: Beer Can House by throgers via Flickr